

Live Colorfully

with Dutch Boy®







We live in a world of color

COLOR FILLS the bright new world we live in...and what a world of difference it can make! For color indicates our personal tastes and temperaments, and, whether we are conscious of it or not, influences our moods and attitudes. Restful colors induce relaxation, gay colors provoke excitement, cool colors lower our temperature, warm tones raise it. The fresh, clean touch of color is the magic wand that sets the stage for a happier, brighter life—and it's yours to use and enjoy.

Color is at your fingertips. It's no mystery, has no sacred formulas that cannot be broken to suit your personal use and build the colorful background you want to live in. And fresh new color is abundantly yours in lustrous *Dutch Boy* paints and finishes, for they offer you the easiest, the quickest, the most economical way to achieve a world of colorful living.



WALLS: *Rubens Red* Flat Wall Enamel

WALLS: *Aztec Gold*, *Mission White* Flat Wall Enamel

TRIM: *White Satin* Eggshell Enamel



In rooms with a northern exposure, warm colors counteract the cold north light.



Rooms with a sunny southern exposure can best use a cool color treatment.



When walls of a small room are kept light in value, you exaggerate its size.

The new dimension of color

Rooms are rarely perfect in shape and size, but the magic of color can make them appear so. For color can expand or contract walls and ceilings, hide bad details or point up areas of interest, brighten up a room or calm it down, separate or join rooms or parts of rooms—as you can see from this series of illustrations.

An exciting new function of color in the modern home is that of acting as



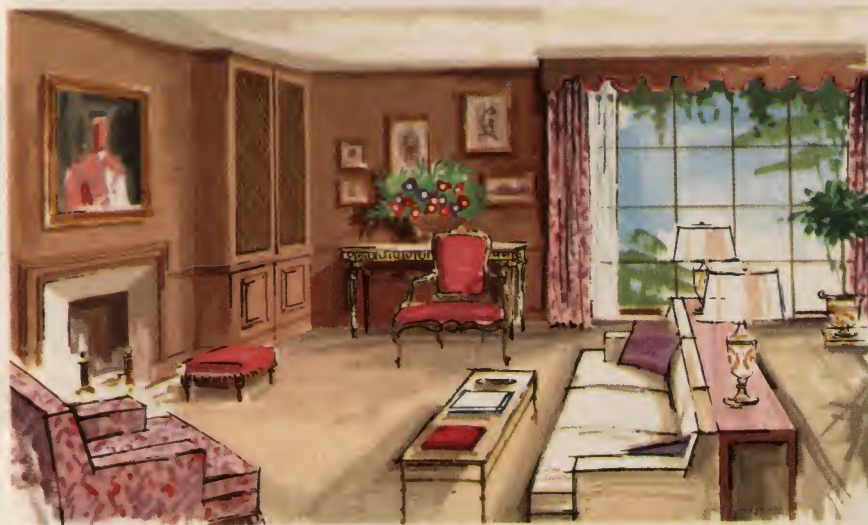
To lower a ceiling, paint it a darker value of the wall color or a neutral shade.



To raise a too-low ceiling, paint it in a lighter tone, or in white or off-white.



Adjoining rooms, such as this living room and dining area, can be joined into a color-



Spacious rooms with a great deal of fussy trim detail can be made to appear as handsome as this. Use darker, richer tones of color and "paint away" the detail.



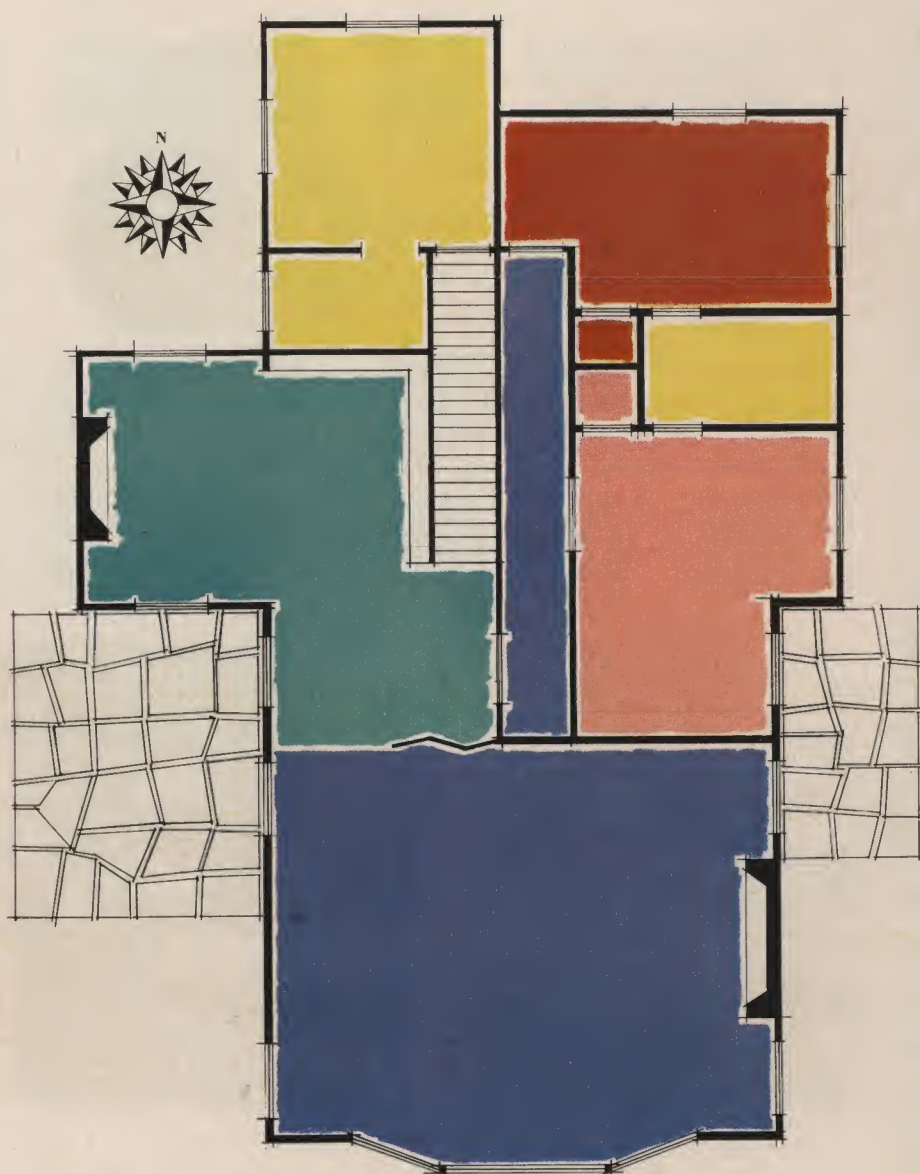
To make a long, narrow room take on width and size, accent the end wall.

an integrating factor. Today we live in *all* of our house... eating in the den, relaxing in the kitchen, studying in the bedroom. Color plays a major role in merging rooms into a handsomely color-coordinated whole.

A color-coordinated home is more pleasant, more restful to live in. Your family can open all the connecting doors and the entire house is a tastefully integrated color picture.



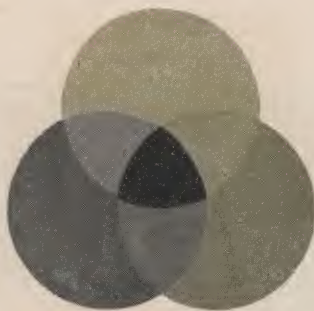
ful unit by utilizing a common floor color and harmonious color tones on wall areas.





Color scheming is easy

A pleasing color arrangement is nothing more than the combination of colors that you prefer and that go together best, and there's a simple way to go about the choosing. The color wheel shown here represents all basic colors, grouped in "cool", "warm", and intermediate tones—and here's the way to best combine them:



A matching color scheme uses various tints, shades and muted tones of a *single* color—as, for example, various shades of gray. *Matching* schemes bring restful dignity to a room, but need never be dull and monotonous if combined with bright, clear accents.



A harmonizing scheme uses colors that are closely related in a segment of the color wheel, as, for example, blues and greens and including any of their intermediate shades. These schemes are restful, too, but they can be as exciting and novel as your imagination permits.

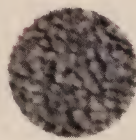


A contrasting color scheme utilizes any combination of colors found on the color wheel in a position opposite each other, plus additional harmonizing colors. These schemes are dramatic and exciting when properly used, especially when one or more of the colors is grayed.



When your floor covering determines wall color:

Rug Color



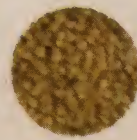
Gray



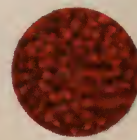
Blue



Brown



Tan

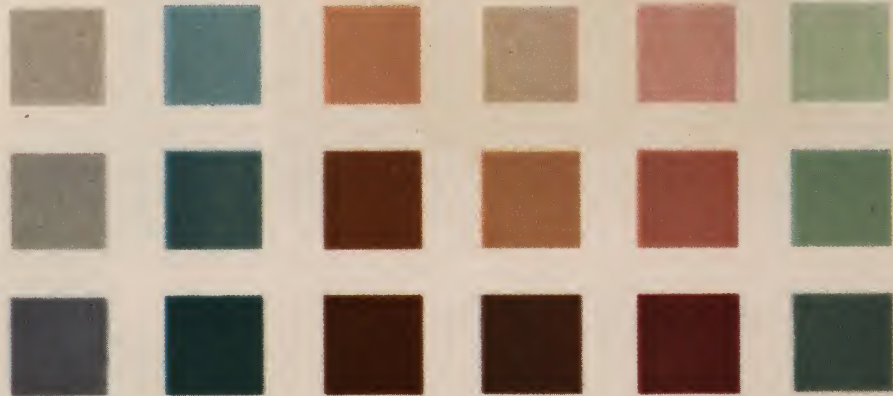


Red



Green

Some
matching
wall color
selections



A choice
of harmonizing
wall shades



Some of
the contrasting
colors you
might use





**Work
wonders with
today's new
paints!**



The magic wand that creates the bright new world you live in is—a paint brush! For fresh paint covers the largest areas, in the least time, at lowest cost. And, wonder of wonders, *Dutch Boy's* modern paint-blending science has taken the odor, the pitfalls, and most of the work out of painting.

With *Dutch Boy* NALPLEX Interior Flat Finish, for example, you can paint a while, stop for as long as you like, then resume painting without fear of streaks or lap marks. NALPLEX and other *Dutch Boy* Interior Finishes flow so smoothly,

are so easily applied with either brush or roller that you can push the furniture back and live in bright *new* rooms in no time at all.

Dutch Boy Interior Finishes offer a wide choice of color, colors that are easy to combine, because they are *pre-planned* for perfect color harmony. You'll find your favorite shades in "go-together" flat and semi-gloss finishes—ready to use on any surface in the house. Adjoining rooms, or all the rooms in the house, can be co-ordinated to give you a truly beautiful effect with *Dutch Boy* products.

WALLS: *Vernal Green* Nalplex
CEILING: *Ivory* Nalplex
TRIM: *White Satin Eggshell* Enamel
Vernal Green Satin Eggshell Enamel

WALLS: *Feather Wonsover*
 CABINETS: *Sunflower Satin Eggshell*
 TRIM: *White Satin Eggshell Enamel*



Photograph courtesy of Good Housekeeping

▲ WALLS: *Sapphire Flat Wall Enamel, Off White Wonsover*





WALLS: *Flamingo Nalplex* TRIM: *White Satin Eggshell Enamel* CABINET DOORS: *Peacock Satin Finish Enamel*

Key your colors to your living



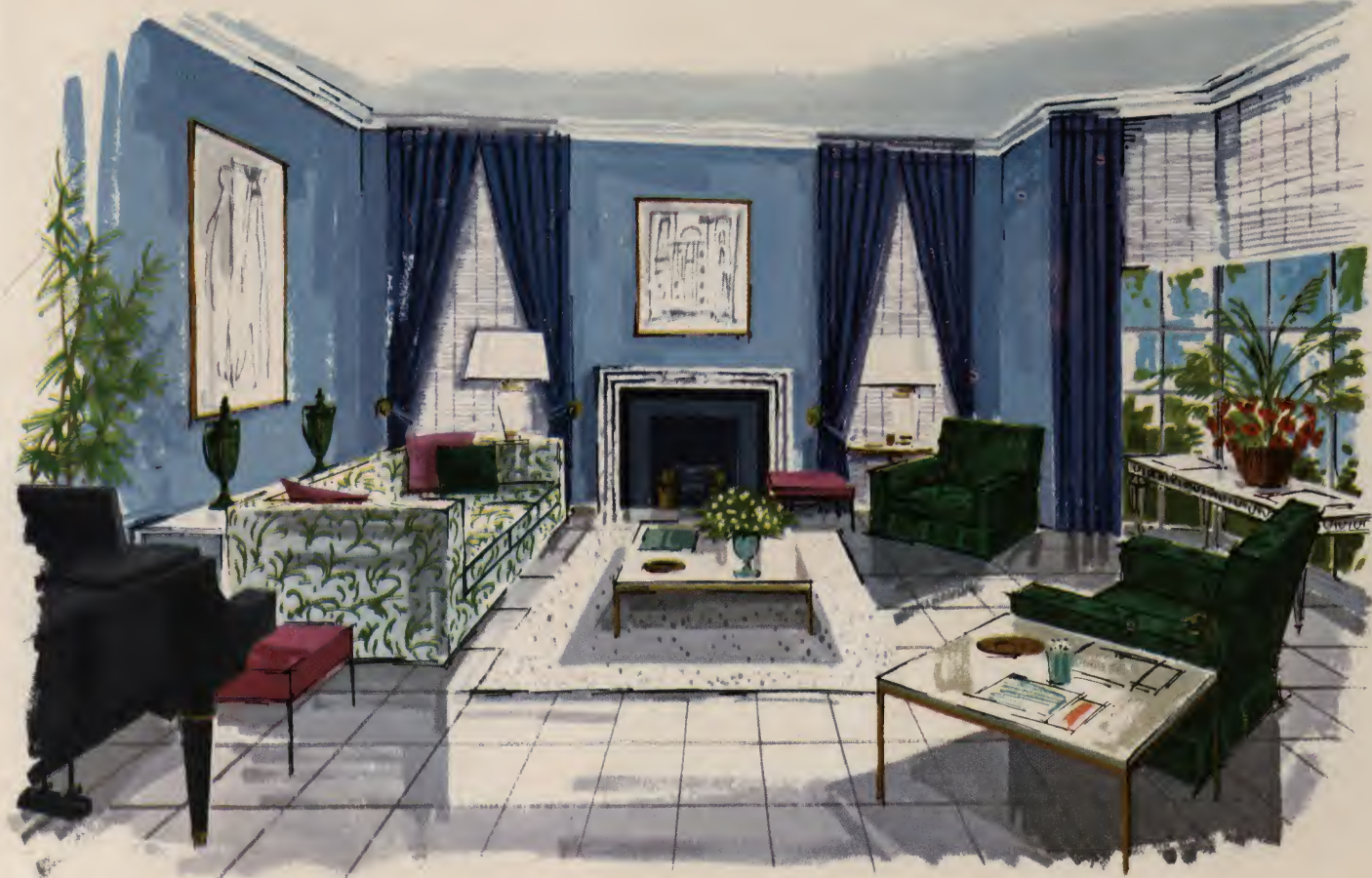
WALLS: *Egyptian Green Flat Wall Enamel*

CEILING: *Pale Turquoise Flat Wall Enamel*

TRIM: *White Satin Eggshell Enamel*

We dress in colors becoming to us, colors that express our taste and personality, and that are appropriate to the occasion. There's no better rule to follow in selecting the colors for our rooms!

So, to begin with, choose colors that are pleasing and flattering to *you*, and to your family. Choose colors that are a suitable background for your possessions and for your activities as a family. In a room that's yours alone, be as individual or daring as you like, but in rooms intended for family use select a color that appeals to everyone. Paint work areas such as kitchens in colors that inspire activity; decorate bedrooms in warm or restful shades. Above all, dare to be different—for if the color effects you create are pleasing to *you*, you've chosen wisely.



WALLS: *Starlight Blue* Nalplex CEILING: *White* Nalplex TRIM: *White Satin Eggshell* Enamel



WALLS: *Dusty Pink*
Flat Wall Enamel
CEILING: *Suntan*
Wonsover



WALLS: *Vernal Green Nalplex*

Everyone welcomes a change—and fresh, colorful paint can make the most drab room perk up, become bright and interesting again.

That back room, for example. Imaginative use of color can transform it into an inviting guest bedroom. Light, sunny wall colors can bring the freshness of the outdoors right into a gray and dingy living room, splash a nondescript bedroom with the beauty of a June garden. Bold use of color can make your little entrance hall a topic of conversation, your dressing alcove envied by all who see it.

Copyright 1957 *The Bride's Magazine*

Paint new life into your rooms!



WALLS: *Suntan Nalplex*
CEILING: *White Nalplex*
TRIM: *Off White Satin Eggshell Enamel*

WALLS: *Burgundy Flat Wall Enamel*
CEILING: *Bermuda Pink Wonsover*
TRIM: *Oleander Pink Satin Eggshell Enamel*





WALLS: *Apricot Flat Wall Enamel*

CEILING: *Mission White Flat Wall Enamel*

Photograph courtesy of Good Housekeeping



WALLS: *Tangerine Flat Wall Enamel*

Photograph courtesy of Good Housekeeping



WALLS: *Rubens Red Flat Wall Enamel*
CEILING: *White Nalplex*

So nice to come home to! A bright and colorful home invites you to come in and enjoy living. Rich, warm tones create an atmosphere of comfort and coziness. Cool, crisp shades have the airy freshness of the trees and grass outside. And, whatever the color, well-planned decoration is a dramatic background for the furniture and other possessions you love; for the activities your family join in together.

Dare to be daring! If your dining room is plain and uninspiring, try a dash of deep, rich color for a change. If you're tired of pastels, paint a bedroom in off-white, accented with flower-garden colors. When you change colors, you'll change your point of view!



WALLS: *Aqua Nalplex, White Nalplex*

CEILING: *White Nalplex*

CHEST: *White Quick-Drying Enamel*

SHUTTERS: *Aqua Satin Eggshell Enamel*

ALCOVE: *Sunflower Satin Eggshell Enamel*



WALLS: *Persian Lilac Flat Wall Enamel*



WALLS: *Apple Blossom* Nalplex CABINETS: *Gray Mist* Satin Eggshell Enamel BRICKWORK: *Off White* Nalplex
TABLE AND CHAIRS: *Baby Blue* Quick-Drying Enamel

Brighten every day with color!



Here's a sure-fire recipe for a bright and practical kitchen—give it spice and flavor with fresh paint! A cheerful and gay kitchen helps to make lighter work of household chores. And, when you use *Dutch Boy* SATIN EGGSHELL and GLOSS ENAMELS, your kitchen will *stay* fresh and inviting. These modern Nalkyd Finishes have a hard, lustrous finish that resists soil and wear, wipes clean in a jiffy.



WALLS: *Suntan* Satin Eggshell Enamel
CEILING: *White* Satin Eggshell Enamel



WALLS AND TRIM: *Sunflower* Satin Eggshell Enamel
CEILING: *White* Satin Eggshell Enamel



Kentile Rubber Tile Floor by Kentile, Inc.

WALLS: *Wedgwood Blue* Satin Finish Enamel (Equal parts *Bright Navy* and *Off White* Satin Finish Enamel)
LOWER CABINETS: *Surf Green*, *Northern Spruce* Satin Eggshell Enamel



WALLS: *Apricot Satin Finish Enamel* CABINETS: *Aqua, Honey Beige Satin Eggshell Enamel*

▼ WALLS AND CABINETS: *Flaxen Yellow Satin Eggshell Enamel*



WALLS: *Bermuda Pink Wonsover*
CEILING: *One part Feather, one part Off White Wonsover*



WALLS: *Bamboo Flat Wall Enamel*



Paint some dramatic accents!

Every room can use a bright touch of color to enliven it. *Dutch Boy's* crisp QUICK DRYING ENAMELS offer a quick and easy way to create colorful points of interest—and you can have *fun* doing it! They're gem-bright, these enamels, and dry quickly to a hard, washable finish. Can't you think of a dozen ways you could use them to brighten every corner?



CHEST: *Jade Green Quick-Drying Enamel*
WALLS: *Honey Beige Nalplex*





SIDEWALLS: *Green House Paint*
 TRIM: *White Sash and Trim Colors*
 DOOR AND SHUTTERS: *Pink Coral Quick-Drying Enamel*

**Use color—
 for a home
 distinctively
 yours!**

Today's modern living takes place in *all* of the house, and the color that makes living brighter *inside* has been put to good use on exterior surfaces. The house that has been charmingly color-styled lifts the spirits of the entire neighborhood—but more than that, this house is a tribute to the personality of its owner.

Regardless of its architectural style, *your* home will sparkle with new personality when you count on color. Color can do miracles with a Victorian relic or a spanking new split-level. It can give style to a commonplace bungalow, and warm the severe lines of a modern home.

Today's modern *Dutch Boy* EXTERIOR FINISHES are offered in a wide range of handsome and distinctive colors—ready-mixed and specially compounded for use over clapboard, shingle, shakes, brick, and other exterior surfaces. Their hues stay bright, wash clean in rain, withstand weather and sun to give your home a beauty that will endure.



SIDEWALLS: *Westchester Gray* or *Charcoal Blue House Paint*
 TRIM: *White Sash and Trim Colors*





Light colors tend to increase size, while dark tones seem to decrease areas.



Color shapes a house

Smart color-styling can change the shape, dimension and character of your house. It can subdue unattractive features or point up distinctive ones. For color is more than surface embellishment—it's a means of definition.

In most cases, the sidewalls of your home should be treated as a single, unbroken mass of color—a color that suits you and that “stages” your home properly against its natural surroundings.

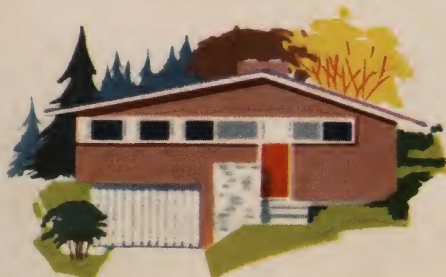
Often-times, white is just right, but good color styling is not limited to tinted houses. Effective color accents on trim, doors, shutters, fences and trellises will make your white house distinctive, too!



The skillful use of color can raise, or lower, the apparent height of a house.



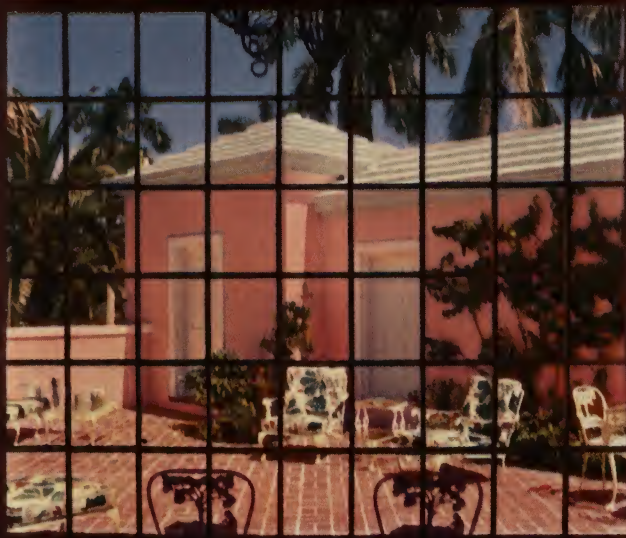
You can paint away excessive trim, using tones of the sidewall color.



Bring a split-level down to earth with soft colors and a “horizontal” line.



SIDEWALLS: *Early American Shake and Siding Paint*
 DOOR AND SHUTTERS: *Chinese Red Quick-Drying Enamel*
 TRIM: *White Sash and Trim Colors*



▲ SIDEWALLS: *Flamingo Nalcrete*
 TRIM: *White Sash and Trim Colors*





SIDEWALLS: *Coral House Paint*

SHUTTERS: *Gray House Paint*

TRIM: *White Sash and Trim Colors*

Just paint—and imagination!



Color-styling is not expensive. You'll need the same amount of paint and time whether the result is good or bad.

Color-styling with *Dutch Boy Paint* gives long life as well as personality. Whether it's paint for stucco, rustic siding, cinder block, shingles or shakes, the *Dutch Boy* label assures *extra* beauty, *extra* long service. That's why homeowners everywhere are calling *Dutch Boy* the five year house paint.

SIDEWALLS: *Antique Copper Shake and Siding Paint*

DOOR AND OVERHANG: *Pink Coral Quick-Drying Enamel*

TRIM: *White Sash and Trim Colors*



SIDEWALLS: *Yorktown Blue House Paint*

SHUTTERS: *French Blue House Paint*

TRIM: *White Sash and Trim Colors*





Whether your home is a farm or a city apartment, you can live colorfully if you depend on *Dutch Boy*. And, no matter what surface needs protection, there's a quality *Dutch Boy* finish specially compounded to do the job best. There's a complete selection of these fine finishes at your *Dutch Boy* dealers—rugged floor enamels that take bad weather and repeated traffic, rich varnish stains and oil wood stains to protect and beautify natural wood surfaces, gleaming enamels and soft, subdued whites and colors for both interior and exterior use, the just-right finishes for metal, masonry or wood surfaces anywhere in your home.

SIDEWALLS: *Shell Gray Shake and Siding Paint*

FLOOR: *Tile Red Porch and Floor Enamel*

DOOR: *Yorktown Blue High Lustre Enamel*





The *Dutch Boy*[®] COLOR GALLERY

has the answers to your color problems

With the *Dutch Boy* COLOR GALLERY you can select colors with the perfect assurance that they will combine in complete harmony. You see, the COLOR GALLERY *pre-plans* distinctive and charming color combinations for you. Harmonizing hues for every one of the more than a hundred colors shown in the COLOR GALLERY are printed on the back of each individual color chip. You simply can't go wrong on color for your home when you follow these suggestions for warm tones, cool tones or accent colors to harmonize with the basic color you've selected.

These colors are available in top quality *Dutch Boy* finishes in flat, semi-gloss or gloss...paints for every purpose inside your home, for every room.

Many of these colors are available in exterior finishes as well. With the COLOR GALLERY you can be assured that your color choice is in perfect taste, indoors or outdoors. *Live colorfully with Dutch Boy...make your own personal choice at the Dutch Boy COLOR GALLERY now!*



COUNT ON *Dutch Boy*[®]

If it's worth painting, it's worth using the best paint available and that's *Dutch Boy* paint! You can always count on the superior quality of *Dutch Boy* products because they are carefully formulated of the highest quality materials. *Dutch Boy* means long-lasting beauty and full protection for any job really worth doing.

FLAT PAINTS: Flat Wall Enamel; Wonsover; Nalplex.

SEMI-GLOSS ENAMELS: Satin Finish; Satin Eggshell; Velvet Sheen White; Diamond White Semi-Lustre.

HIGH GLOSS ENAMELS: High Lustre; Interior Gloss; Sparkling White; Diamond White; Quick-Drying; Porch and Floor.

HOUSE PAINTS: Bright White; Gloss White; One Coat White; House Paint in Color; Sash and Trim; Nalcrete; Exterior Primer; Shake and Siding.

ALSO: Varnishes; Oil Wood Stains; Varnish Stains; Wall Primers; Enamel Undercoats; Metal Paint; Aluminum Paint; Screen Enamel; Crystaloid Clear Gloss; Crystaloid Clear Satin Finish; Crystaloid Floor and Wood Clear Sealer.

NATIONAL LEAD COMPANY

General Offices: 111 Broadway, New York 6, N. Y.



Digitized by

The Association for Preservation Technology International

For the

Building Technology Heritage Library

<http://archive.org/details/buildingtechnologyheritagelibrary>

